

Station WPGH-TV PITTSBURGH, PA

Advertiser () POLITICAL

Product KEITH ROTHFUS PACD12

Estimate# 2649

Buyer WHITNEY EVERSOLE

Phone#

Fax#

Agency () STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP

DELAWARE, OH 43015

Agency C/P1/P2/E //2649

Flight Dates 08/31/2012 - 09/18/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

--- CONTRACT COMMENT ---

PA CD 12 KEITH ROTHFUS 10/17-11/6 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW POLITICAL ORDER - PLS CF - THANKS

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	09/05-09/06	10P-1030P	NEWS	:30	\$900.00	W-TH	1	1	1	\$900.00
2	09/07-09/13	10P-1030P	NEWS	:30	\$400.00	F-TH	4	1	4	\$1,600.00
3	09/14-09/18	10P-1030P	NEWS	:30	\$400.00	F-TU	3	1	3	\$1,200.00
4	09/09-09/16	10P-1045P	NEWS	:30	\$400.00	SU	1	2	2	\$800.00
5	09/09-09/16	1045P-11P	SPORTS NEWS	:30	\$600.00	SU	1	2	2	\$1,200.00
6	09/09-09/16	12P-1P	NFL PREGAME	:30	\$300.00	SU	1	2	2	\$600.00
7	09/07-09/13	6P-630P	BIG BANG THEORY	:30	\$300.00	F-TH	2	1	2	\$600.00
8	09/14-09/18	6P-630P	BIG BANG THEORY	:30	\$300.00	F-TU	1	1	1	\$300.00
9	09/07-09/13	7P-730P	BIG BANG THEORY	:30	\$600.00	F-TH	4	1	4	\$2,400.00
10	09/14-09/18	7P-730P	BIG BANG THEORY	:30	\$600.00	F-TU	3	1	3	\$1,800.00

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---REPORT TOTALS---

Report Totals: 24 / \$11,400.00

---SALES MONTHLY TOTALS---

Sep 12: 24 / \$11,400.00

Sales Totals: 24 / \$11,400.00

Station Totals: 24 / \$11,400.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$95,000	CABL	0%	KDKA	35%	UNKN	0%	WPCW	5%	WPGH	12%
		WPMY	1%	WPXI	24%	WTAE	23%				

Books null

Demos RA35+